



WPTV

Print Date: 10/30/12

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Contract / Revision

316257

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/29/12/ 10/30/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Obama for America

Estimate # 2265

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
N 3	WPTV	11/05/12	11/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	M-----	1:00	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12 11/11/12 M----- 1 \$3,000.00 0.00															
N 4	WPTV	11/05/12	11/05/12	M-F 9-10a M-F 9-10a	CM	9-10a	M-----	1:00	1	\$1,300.00	FX	0.00	NM	1	\$1,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12 11/11/12 M----- 1 \$1,300.00 0.00															
N 5	WPTV	11/05/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	M-----	1:00	1	\$1,150.00	FX	0.00	NM	1	\$1,150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12 11/11/12 M----- 1 \$1,150.00 0.00															
N 6	WPTV	10/31/12	11/02/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	--WTF--	1:00	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12 11/05/12 --WTF-- 2 \$850.00 0.00															
N 7	WPTV	10/30/12	11/02/12	M-F 530-6p M-F 530-6p	CM	530-6p	--WTF--	1:00	2	\$3,200.00	FX	0.00	NM	2	\$6,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12 11/05/12 --WTF-- 2 \$3,200.00 0.00															
N 8	WPTV	10/30/12	11/02/12	M-F 6-630p M-F 6-630p	CM	6-630p	--WTF--	1:00	1	\$3,600.00	FX	0.00	NM	1	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12 11/05/12 --WTF-- 1 \$3,600.00 0.00															
N 9	WPTV	10/30/12	11/02/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	-TWTF--	1:00	2	\$2,800.00	FX	0.00	NM	2	\$5,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12 11/05/12 --WTF-- 2 \$2,800.00 0.00															
N10	WPTV	11/04/12	11/04/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	1:00	1	\$7,000.00	FX	0.00	NM	1	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 -----S 1 \$7,000.00 0.00															
														Totals	14 \$35,250.00